



## **How a Statewide Initiative Can Facilitate Changes to the Environment that Supports Students' High-Risk Alcohol Use**

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Maine HEAPP Summit  
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# The Higher Education Center for Alcohol and Other Drug Prevention

A Center of the U.S. Department of Education  
with supplemental funding from The Robert Wood Johnson Foundation

## Agenda

- Center Mission and History
- Environmental Approach
- Support for the Approach: NIAAA, NAS/IOM
- Statewide College AOD Prevention Initiatives
- Two SWI examples: Illinois and Ohio
- SWI Effectiveness: Case Study Results
- Summary



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## HEC History

- Created by U.S. Congress
- Established in 1993 by U.S. Department of Education
- Operated since 1995 by Education Development Center, Inc.
- Supplemental funding by Robert Wood Johnson Foundation



## Assumptions

- Problem is one of the entire campus and community
- Effective prevention is comprehensive
  - Addresses multiple contributors
  - At both individual and environmental levels
  - Using multiple initiatives



## Comprehensive Approach

- Knowledge, attitudes, intentions
- **Environmental change**
- Health protection
- Intervention and treatment

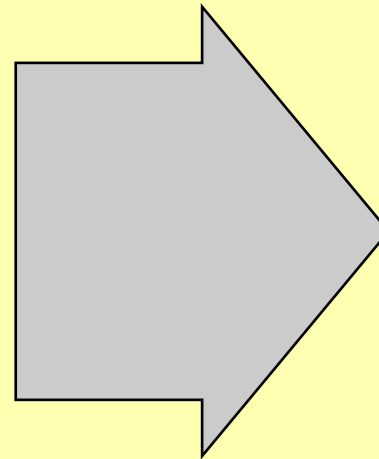


## Ecological Framework

- ◆ Individual factors (students)
- ◆ Peer factors (students)

**AND**

- ◆ Institutional factors
- ◆ Community factors
- ◆ Public policy

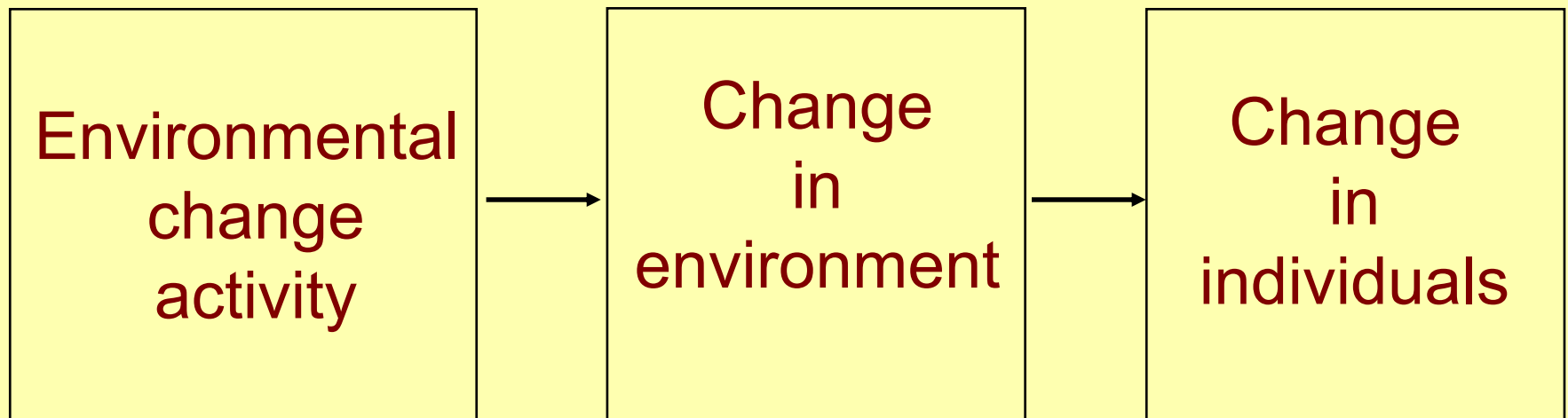


Environmental  
Management



## Assumption

**Changing environmental contributors to AOD problems  
will result in individual behavior change.**







## Common Problems

- Alcohol is abundantly available and inexpensive
- Liquor outlets use aggressive alcohol promotions to target college students
- Laws and policies are not consistently enforced
- Students have a great deal of unstructured free time
- Widespread belief that college alcohol and other drug abuse is normal





# Five Environmental Management Strategies

- Limit alcohol availability
- Restrict marketing and promotion of alcohol
- Increase enforcement of laws and policies
- Offer alcohol-free social and recreational options
- Create health-promoting normative environment

# TYPOLGY MATRIX

Areas of Strategic Intervention	Program and Policy Levels (The social ecological framework)				
	Individual	Group	Institution	Community	Public Policy*
<b>Knowledge, attitudes; behavioral intentions</b>					
<b>Environmental change (alcohol- free options; normative environment; alcohol availability, policy, and enforcement)</b>					
<b>Health protection</b>					
<b>Intervention and treatment</b>					

\*Note: public policy = state and federal policy

*DeJong, Langford 2002*



## Tactics (Components of Successful Programs)

- Strong presidential leadership
- Faculty and staff involvement
- Student involvement
- Campus task force
- Campus and community coalition
- Regional and state initiatives
- Evaluation



# Task Force Recommendations

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- **Tier 1** Evidence of Effectiveness Among College Students
- **Tier 2:** Evidence of Success With General Populations That Could Be Applied to College Environments
- **Tier 3:** Evidence of Logical and Theoretical Promise, But Require More Comprehensive Evaluation
- **Tier 4:** Evidence of Ineffectiveness





## Tier 1: Effective with College Students

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- Combined cognitive-behavioral skills/norms clarification/motivational enhancement
- Brief motivational enhancement
- Alcohol expectancies





## Tier 2: Effective with General Populations

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- Increased enforcement- MLDA laws
- Restrict retail density
- Increased price and excise tax
- Responsible beverage policies
- Formation of campus/community coalitions





## Tier 3: Promising

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- Adopt specific campus-based policies (e.g. reinstate Friday classes)
- Increased enforcement at campus events
- Increasing publicity of enforcement
- Enforce disciplinary action of violations
- Marketing campaigns correcting students' misperceptions about alcohol use
- Awareness of personal liability
- Informing new students/parents about alcohol policies and penalties







## Tier 4: Ineffective

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- Educational interventions when used alone
- Sobriety tests





# Reducing Underage Drinking: A Collective Responsibility

- Committee on Developing a Strategy to Reduce and Prevent Underage Drinking
- Institute of Medicine, National Research Council of the National Academies
- Response to congressional request to develop a cost-effective strategy
- Available scientific literature, commissioned papers, public input, committee expertise



## IOM Report: Conclusions

- Focus on adults
- Engage society at large
- Multiple individuals and organizations at national, state, and local levels
- Reduce availability, drinking occasions, and demand for alcohol



# IOM Report: Recommended Strategies

- National adult-oriented media campaign
- Partnership to prevent underage drinking
- Alcohol advertising
- Entertainment media
- Limiting access
- Youth-oriented interventions



## IOM Report: Recommended Strategies, cont'd

- Community interventions
- Government assistance and coordination
- Alcohol excise taxes
- Research and evaluation



## IOM Report: Community Interventions

- Reshape the physical, social, economic, and legal environment
- Coalitions can effectively address youth access and high-risk behaviors
- Statewide college prevention initiatives
- Collaboration between communities and colleges



# IOM Report: Community Interventions

- **Specific recommendations**
  - **Use effective approaches: community organizing, coalition building, strategic use of mass media**
  - **Public and private funders should support community mobilization and targeted, evidence-based strategies**



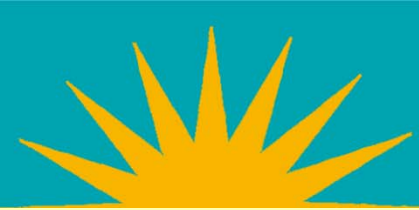


## What is a Statewide Initiative?

A concerted effort by IHEs, state government officials, and community organizations in a state to change aspects of the campus and community environment that contribute to high-risk drinking and other drug use.

### *Key Processes:*

- Creating and mobilizing campus and community coalitions to local action
- Collaborating on state policy change



## **Key Elements of Statewide Initiatives**

- Conduct problem analysis/needs assessment
- Recruit key players
- Plan statewide effort, including a plan to evaluate
- Mobilize presidential leadership
- Develop capacity of campus and community teams:  
environmental strategies, coalition building, strategic  
planning
- Evaluate statewide and local efforts
- Sustain momentum



## **Advantages of Statewide College Prevention Initiatives**

- Individual IHEs not singled out
- Brings media attention to student high-risk drinking
- Resources may be made available
- Opportunity to network with other IHEs and community members
- Potential for influencing state policy

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Collaboration/  
Infrastructure

Assessment/  
Planning

Implementation  
effective/targeted  
strategies

Intermediate  
Outcomes

Long-term  
Outcomes

Increase  
collaboration  
and  
infrastructure  
(local level)

Collect data &  
create strategic  
plan  
(local)

Implement  
effective  
strategies  
locally

Changes in the  
environment

Decrease in  
high-risk use  
and  
consequences

SWI

Increase  
collaboration  
and  
infrastructure  
(state level)

Collect data &  
create strategic  
plan  
(state level)

Implement state  
level changes

- Relationships
- Resources
- Involve key players
- Structures

- Training
- Assessment
- Capacity





# Center History with Statewide Initiatives

- Early efforts (3 states)
- Ohio Parents (1996)
- Statewide Initiatives Toolkit (1997)
- More states develop initiatives (1997-present)
- 5 SI Leaders Meetings (2/00, 11/00, 7/01, 6/02, 6/03)
- Involvement of AMOD sites (2001)
- Currently working with 45 states



# **Early Indicators of Success**

## **Ohio Parents 1999-2000 Annual Report**

- Establishment of formal coalitions on 88% of campuses
- Increased involvement of neighborhood associations, merchants, campus and community law enforcement on coalitions



## Early Indicators, cont'd

- Majority of campuses implementing at least one environmental strategy
- Campuses adopting each strategy:
  - Normative environment 92%
  - Alcohol-free options 79
  - Enforcement 78  
(mostly on-campus efforts)
  - Limiting availability 37
  - Restrict marketing & promotion 34

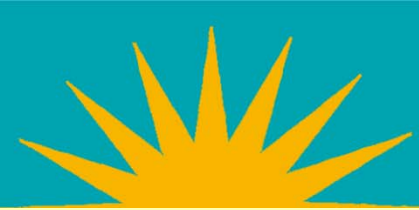




# **Center Evaluation 2000 Client Survey**

**Those with statewide initiatives more likely to report:**

- Very familiar with environmental management
- Participated in a campus-community coalition
- Participated in a statewide conference
- Increased policy enforcement
- Changed the normative environment



# **Center Evaluation 2000 Client Survey**

**Those with coalitions more likely to  
report:**

- Very familiar with environmental management
- Developed a strategic plan
- Applied for funding to support EM approaches

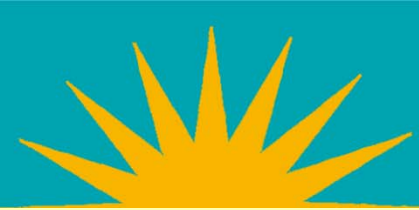


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## **The Illinois Statewide Initiative for Alcohol, Other Drug and Violence Prevention in Higher Education**

- Funded by the Illinois Department of Transportation, Division of Traffic Safety; Illinois Department of Human Services, Bureau of Substance Abuse Prevention; and Office of Juvenile Justice and Delinquency Prevention (EUDL)
- Housed in the Office of Safety Programs, College of Education and Professional Studies, at Eastern Illinois University (under Academic Affairs).



# Goals of the Illinois Statewide Initiative

- To increase the number of campus/community coalitions and/or campus task forces focusing on alcohol, other drug and violence prevention.
- To increase the number of Illinois institutions of higher education that collect and use data in their prevention efforts.



# Goals of the Illinois Statewide Initiative

- To increase the number of campuses that use evidence-based prevention strategies.
- To increase the number of campuses developing and implementing emerging policies based on evidence of effectiveness.
- To increase the number of campuses evaluating their prevention efforts.



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## Services

- Conferences and Trainings
- Communication and Clearinghouse Materials
- Assessment, Program Planning and Evaluation
- Collaboration and Networking
- Strategic Planning
- Policy Improvement and Biennial Review
- Compliance Assistance
- Resources and Publications
- Funding



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## **Ohio College Initiative to Reduce High Risk Drinking**

A Program of  
Ohio Parents for Drug Free Youth



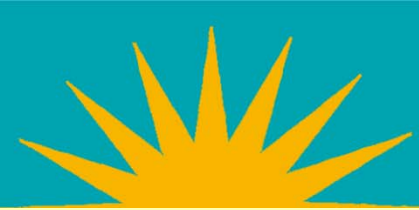


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## Member Campuses Agree To:

- Form campus/community coalitions
- Conduct needs assessments (CARA)
- Create strategic plans of action
- Implement activities within the five environmental strategies
- Share evaluation data & complete surveys
- Liaisons attend retreats & meetings



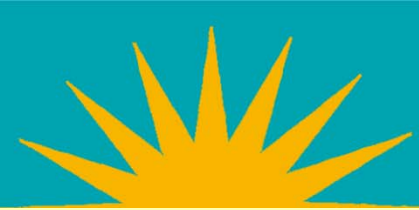
# Ohio Parents Activities for Statewide Initiative

- Conduct Annual Retreat
- Hold quarterly meetings
- Provide special trainings on coalition building, assessment, environmental management, policies, collaborative enforcement, strategic planning



## State Level Activities continued

- List serve communications
- Technical assistance (site visits, phone, meetings and e-mail)
- Collaboration with state and national entities on behalf of the Initiative



## **U.S. Dept. of Education Grant**

- Determine attributes that characterize effective coalitions
- Assess campus/community coalition impact on policies
- Evaluate student involvement on coalitions
- Increase parental involvement through a state-level awareness campaign



# Center Case Study Findings -- 2003

- Campuses that work with their statewide initiatives are significantly more likely to have or plan to have:
  - Campus AOD prevention task force
  - Campus and community coalition
  - Strategic plan



## Center Case Study Findings -- 2003

- Campuses that work with their statewide initiatives are significantly more likely to implement or plan to implement:
  - Environmental strategies
    - Development and enforcement of laws and policies
    - Normative environment
  - Other evidence-based strategies
    - Brief screening and motivational interviewing



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## **Center Case Study Findings -- 2003**

- **Perceived benefits to campus AOD coordinators of working with SWI**
  - Networking
  - Funding
  - Training and technical assistance
  - Access to resources
  - Guidance and support
  - Credibility





# Center Case Study Findings -- 2003

- Key factors in sustaining SWI
  - Consistent leadership at state level
  - Active campuses
  - Funding
  - National support



## Summary

- Prevention must go beyond traditional programs to *address environmental factors*
- *Campus officials must take an active role* in giving shape to a campus and community environment that helps students make healthier decisions



## Summary

- Formation of *campus and community coalitions* is the most promising vehicle for promoting environmental change
- Successful local coalition efforts are being supported by *statewide initiatives*
- Rigorous *research and evaluation* are needed



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